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## Formula Selected By Cost Plus World Market

**Cost Plus World Market**, a specialty retailer of home décor, home entertaining solutions, gourmet food and wine and more, has retained national boutique agency **Formula** ([www.formulapr.com](http://www.formulapr.com)) to execute a comprehensive regional public relations program focused on the West Coast.

"During the last 52 years, Cost Plus World Market has become the store to find unique, authentic, and affordable items for gift giving, entertaining, and refreshing your home. As such, it was important for us to select an agency with ample experience on lifestyle and consumer brands to help us continue to build our brand awareness and ultimately increase our market share on the West Coast," said **Marissa Durazzo**, senior marketing manager. "We're confident that Formula's dynamic and strategic plan will help us drive the business."

The account will be handled out of Formula's Los Angeles office, leveraging the team's expertise to build buzz around Cost Plus World Market in six key markets, including Los Angeles, San Francisco, San Diego, Sacramento, Portland, and Seattle. The programs, which are anchored on media relations efforts, kicked off in May with a tour of desk-side editor meetings at top-tier food, beverage and lifestyle media in each designated market.

Additionally, Formula will develop and execute ongoing social media initiatives and quarterly promotions centered on Cost Plus World Market's seasonal product offerings, such as outdoor furniture in the summer, holiday decorations and more.

"Our program is designed to create an emotional connection between the Cost Plus brand and its target consumer by engaging them in a variety of communications vehicles," said **Michael Olguin**, founder and president of Formula. "If we are successful in making that connection the consumer will not feel like they are being marketed to, but instead a part of the brand."